

REPORTS PRESENTED AT THE 35th ANNUAL MEETING OF THE CALIFORNIA STATE MEDICAL SOCIETY.

REPORT OF THE EDITOR AND THE PUBLICATION COMMITTEE.

To the President and Members of the House of Delegates
—GENTLEMEN: As your Publication Committee and the editor of your publications have worked in entire harmony during the past year, this report is filed as the combined report of the committee and of the editor.

THE JOURNAL.

During the year just past, the policy of the previous year has been continued. The Publication Committee has had frequent meetings, and no question of policy has been undertaken until after a full and free discussion, and upon unanimous approval. Owing to the fact that our most earnest efforts in the direction of securing an improvement in the character of medical advertising were frequently met with the statement that certain advertisements were published in the *Journal of the American Medical Association*, and so must be ethical, it seemed to be our duty to publish more or less of the facts concerning the relation of the Association's Journal to medical advertising, and show that the things which we wanted to do were only the things which the Association had declared, as far back as 1895, were right and should be done. So far from there being any criticism of the right of our various contentions, not only has there not been uttered a single word of adverse comment, but, on the contrary, letters have been received from all parts of the country, from delegates and officials of the A. M. A. itself, commending our criticism and urging us to continue.

At the last meeting of the American Medical Association, two plans were presented and recommended for adoption by the House of Delegates. One, from the Michigan State Association, recommended the formation of a council of physicians and pharmacists to act as a "clearing house" for unofficial preparations; the other, recommended by a special committee which had been working upon the matter for two years, was a more extensive plan. Both propositions were rejected, and the statement was made, unofficially, by several officers of the Association, that nothing would be undertaken that might tend to reduce the net profits of the Association. In view of these facts, it is a pleasure to report to you that the just criticisms which have been voiced in the pages of your JOURNAL have been very largely instrumental in the organization, by the Trustees of the A. M. A., of a "Council on Pharmacy and Chemistry," which is to act in exactly the manner asked by Michigan, less than a year ago, and report upon unofficial preparations. It is hoped that the operations of this council will, in time, decidedly ameliorate present conditions.

We have added 10 pages of advertising since the last report, in spite of the fact that we have rigidly adhered to the rule governing the acceptance of advertisements, and that we have refused to accept contracts for 6 pages of advertising of things not accompanied by a formula, but accepted by the *Journal A. M. A.*

The policy of aggressive business management, of bending every effort toward getting good advertising business in the early life of your JOURNAL, and thus building it up financially as quickly as possible, which policy was approved last year by this House of Delegates, has been continued, and we feel that the financial report presented at this time is one in which we may take pride. Growth and development have far outstripped our estimates of a year ago; the Society has done about \$4,000.00 more business during the year than was estimated at the last meeting, and yet has shown no loss. And, too, this has been done at no loss of principle; if anything, the rules adopted by your Committee have been more rigidly followed during the past year than during the two previous years.

We believe that we have demonstrated the possibility of a State Society publishing an absolutely clean journal in a businesslike way, and without losing money.

We consider the stimulation of county societies the most important function of your JOURNAL. Every effort has been made to encourage the members of component societies to prepare papers for their meetings, these papers to be published subsequently in the JOURNAL and thus presented to the whole membership of the State Society. The result is most encouraging, and should be continued, and even greater effort made in this direction. But to accommodate all the papers which may be thus secured, either the JOURNAL will have to be enlarged, or it will have to be published twice each month, instead of once. To increase the size, only increases the cost and not the revenue; if we publish twice a month, we can increase the revenue as well as the size.

During the year some effort was made to secure subscriptions to the JOURNAL from those who are not members, but owing to unforeseen complications it had to be abandoned. It was very early found that the agents in the field were asked to take the application of physicians for membership in the local society, and not merely secure their subscription to the JOURNAL. This was done, in one county, after correspondence with the local secretary, but the action of the secretary was later repudiated by that county society, on the ground that the society had not authorized its secretary to enter into such an arrangement. It would seem well, if possible, for the State Society, through your honorable body, to consider this matter, and formulate some plan by which the work may be done.

During the year the JOURNAL has increased 12 pages in size; it has printed 118 original articles, most of them read before the State Society or some one of its component societies; it has earned over \$1,800.00 more than estimated a year ago, and has now in sight a minimum of \$1,500.00 further increase for the coming year. The total business of the Society, including its publications, for the past year reaches a total of \$12,579.00, whereas a year ago it was estimated at about \$9,000.00. Less than \$100.00 has been lost on unpaid advertising contracts; the exact amount cannot be given as yet, for some of these accounts are in process of adjustment.

We are obliged to carry from \$500.00 to \$800.00 in accounts that are perfectly good, yet which cannot be promptly collected. For this reason, and for the further reasons that the JOURNAL can safely be materially developed, and that the receipts and disbursements occur irregularly, we earnestly recommend that you authorize your Council to borrow a few thousand dollars as working capital. This money need not be expended directly, but should be used as a reservoir, as it were, to tide over the months of stringency and enable us to pay all bills promptly, from month to month, and thus secure better prices and discounts. It could also be used to further develop the JOURNAL and the Register by putting agents in the field to secure subscriptions in nearby states.

REGISTER.

The last edition of the Register included Oregon and Washington, and enough additional advertising was secured to pay for sending a complimentary copy to each member of the state associations of those two states. This year orders are being taken for copies in that territory, and returns are coming in with gratifying frequency, even though the work has been done entirely by mail.

As the Register is intended primarily for the use of members, accuracy is the principal essential. It is for that reason that we have spent a good deal of time and postage in endeavoring to complete the card file of physicians. It will never be possible to publish an absolutely accurate directory; but our effort has been to make it as nearly accurate as possible. The next edition will not cost as much as the last, for the reason that there will be fewer changes to be made.

Here again expansion is necessary. Quite a number of former advertisers in the Register have discontinued advertising in that publication, for the reason that they prefer to advertise in the JOURNAL. To make up for this loss we must secure other patronage, and to do that we must increase our circulation and our territory. Your editor is firmly of the opinion that several hundred orders for the Register may be secured, if the proper effort is made. But this requires solicitation, and agents must be paid cash commissions. Therefore it would seem still more advisable to approve the recommendation of the Council, and authorize the Councilors to borrow a sufficient amount to provide for these various expansions.

The apparent loss on the last edition of the Register is due to the fact that all expenses of compiling the card file as ordered by the House of Delegates last year have been charged to the Register account, for the reason that it would be extremely difficult to properly segregate the expense between the "Society expense" and the "Register expense" accounts.

The present condition of affairs and the matters proposed for future development have been submitted to a very successful and conservative business man. He reports that, in his judgment, the business of the Society is in very good condition, and the expansion suggested is rational and sound. Respectfully submitted,

PHILIP MILLS JONES, Editor.
For the Publication Committee.

REPORT OF THE COUNCIL.

The work of the Council has not been arduous during the current year, the Society having become fairly well organized and set in order through the work of the Board last year. We have in a measure been awaiting the trying of the plans as submitted and confirmed by your honorable body at our last meeting, at Santa Barbara.

The number of meetings held by the Council during the year have been less frequent, and the business occupying the attention of the Board at these meetings has been in a large degree that of routine matters only.

The membership of this Society has increased through new members to the component societies, two hundred and twenty-six. These societies, almost without exception, are prosperous, as will appear in the report of our secretary.

There yet exists a small area of unorganized territory in the state, most of which will be brought into the folds of this organization during the coming year. There are some sections where there are such irreconcilable differences between members of the profession that we have stood aloof for the time, looking forward when we might have the counsel and assistance of that great organizer and pacificator, the organizer of the A. M. A., Dr. McCormack of Kentucky. Our knowledge of the results of Dr. McCormack's work have led us to believe that even in turbulent Solano and Tulare useful and good-working component societies may be formed; but certainly there must be some missionary work preliminary to the organization.

Two publications of this Society, the JOURNAL and the Register, speak for themselves. The stand taken by our JOURNAL in the interests of legitimate and standard pharmaceutical preparations has made it unique in journalism in the United States. This work has been ably conducted by the editor, with the assistance of the publication committee, and has had a tendency to bring about great and lasting results. Undoubtedly there is a change taking place in the profession in its attitude toward secret and proprietary remedies, and it should be gratifying to the members that the JOURNAL in this state leads the reform rather than following in line with others. It may be unnecessary to call your attention to the encomium and praise that our able editor is receiving from time to time upon the conduct and management of our JOURNAL.

The Register of the current year was a great improvement over the last. I feel confident that the coming Register will be an improvement over the present one. The Register, like the JOURNAL, is before you, and they speak for themselves.

The financial situation of this Society, as shown by the report of the secretary, is not quite as satisfactory as we would wish, although when the whole situation is submitted it is far from discouraging, as will be seen by the report of the secretary.

We are spending money in securing advertisements for our publications in advance of the receipts for revenues from these advertisements. The advertising in the JOURNAL and Register being largely the source of revenues to which we look to pay the expenses of their publication.

There is only a slight credit balance or profit in the finances of the Society. In the development of these publications, at least so far as the JOURNAL is concerned, we are in the creative stage, and in the publications we are gradually building up a business and centralizing the affairs of the Medical Society of this state in one office.

These properties, the JOURNAL and the Register, are valuable assets, and in the near future will become sources of revenue. The expenses of publication have been in excess of the estimate of last year, but the revenues have been in excess. The management of the JOURNAL is hampered somewhat by the lack of funds. It has seemed to me, after discussing the matter with some of our members, that it would be a good policy for this Society to make a loan, say about \$2,000.00, as a working capital. This amount could be paid for in from two to three years; and this plan seems to me better than that of raising the dues as a source of increasing our revenues.

There can be no trouble about securing the amount of money above mentioned, from a bank, or it occurs to me that the San Francisco County Medical Society has money on deposit drawing but 3½% interest. I presume they would be glad to place the above sum with this Society, say with an interest of 6%.

I wish to say, and I think I represent the sentiment of the members of my Board, to your honorable body that we are highly pleased with the satisfactory and efficient work of our editor, Dr. Philip Mills Jones. We feel that he is not being fully compensated for the very valuable service he is rendering this Society; but up to this time it has been all that the Society was able to pay.

In the matter of the financial transactions of this Society, they are becoming so extended that the work of the auditing committee is made quite onerous. It is their duty, and it should continue thus, that all expenditures of the Society be submitted to them; but we think it proper to suggest that at the end of each year before the meeting of this Society, that the books and accounts should be expeted. I know this would be satisfactory to the editor and secretary, and it would relieve the auditing committee of a responsibility. Respectfully submitted,

C. G. KENYON, Chairman.

REPORT OF THE SECRETARY.

To the President and Delegates of the Medical Society of the State of California—GENTLEMEN: As required by the By-Laws of our Society, I beg to hand you herewith the report of the secretary for the past year.

The condition of the various component societies will be shown in the table appended to this report. Two new societies have been organized during the year—San Mateo and Tuolumne. Most county societies have shown a material growth, and the general condition of organization is very satisfactory. The year's work, particularly that portion of it which has been done in the last two months, has shown where some slight changes in our By-Laws will secure a greater degree of accuracy in reporting, and will relieve the State Society and the county societies of a certain amount of confusion which at present at-